



**Request for Proposals
for
Public Relations Services to Citizens for Modern Transit**
Federal Project Number CMAQ-5456(611)
Transit Rider Initiative Program

CMT is seeking a Public Relations consultant for a one and half year period which will be responsible for planning, executing and promoting these events and messaging items in partnership with the Citizens for Modern Transit staff.

Work products will include press releases, website updates, execution of events, and outreach programs on the following topics related to transit:

- Try & Ride Program
- Guaranteed Ride Home Program
- Community Wide Education Campaigns
- Transit and health Campaigns
- Social Media Challenges

Consultant will also be responsible for tracking all media hits/clippings and will provide a quarterly and annual media reports including earned media amounts, reach, and frequency.

MoDOT has set a DBE goal of 0% for this work. CMT encourages disadvantaged, small, women-owned, and/or minority business participation. Proposers must include the DBE Participation Form or its equivalent in the proposal, even if the DBE participation is zero (0).

Proposals are due on June 26, 2014, at 4:00 p.m. local time to the following address:

“TRANSIT RIDER INITIATIVE PROGRAM”
c/o Kimberly Cella
Executive Director
Citizens for Modern Transit
911 Washington, Ste. 200
St. Louis, MO 63101

Late proposals will be returned unopened. Two (2) printed copies and one electronic copy via email (kcella@cmt-stl.org) must be submitted from a firm principal committing the proposal for a minimum of ninety (90) days. **Faxed proposals or proposals submitted with an inadequate number of copies will not be accepted.**

CMT will post any supplemental information as necessary on the CMT website: www.cmt-stl.org.

Please visit our website periodically to check for any additional information.